Julie Payne-Kirchmeier, PhD, CASP
NASPA IV-E Regional Director
Report for the July 2017 Board of Directors Meeting
Submitted June 23, 2017

NASPA Board Action Items

None at this time

Leadership & Member Engagement

Regional Director – Julie Payne-Kirchmeier
The Regional Advisory Board Executive Committee held three monthly calls via Zoom platform and two in-person meetings (meeting at the Annual Conference in San Antonio, and meeting in Detroit, MI, at the site of our 2017 IV-E Annual Conference and in conjunction with the 2017 Conference Planning Committee). The dates are as follows:

<table>
<thead>
<tr>
<th>Regional Advisory Board Meetings</th>
<th>Location</th>
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| Executive Committee Board Meeting/ Annual Conference | March 12, 2017 (EC Meeting)  
March 13, 2017 (Business Mtg) | San Antonio, Texas  
Grand Hyatt and Convention Center |
| Monthly Conference Call | March 31, 2017 | Zoom |
| Monthly Conference Call | April 21, 2017 | Zoom |
| Monthly Conference Call | May 26, 2017 | Zoom |
| Summer Business Meeting/Joint Conference Committee Meeting | June 8-9, 2017 | Detroit, Michigan; Renaissance Center |

During the summer meeting the goals for IV-E were reviewed, and draft categories of adjusted goals for 2017-2019 were developed. A full discussion of these goals will be conducted in our upcoming July 28 conference call. The board also reviewed the Knowledge Community Task
Force report and provided feedback on the recommendations. This feedback was emailed to the NASPA KC leadership on June 13, 2017.

Past Regional Director – Kimberlie L. Goldsberry
Cultivation conversations for potential Regional Director candidates for 2019-2021 are beginning, as elections will occur this fall/winter. Kimberlie continues to support the current region director, and other board members, with key questions/information for context as needed.

Communications Team – Nikki Dunham (Communications Coordinator) and Christopher Lewis (Social Media Coordinator)
The Communications Team developed a full Communications strategy for NASPA IV-E, to include a restructure of the team itself. Some accomplishments:

- Increased Twitter engagement by 338.29% since March 2017, with 3282 followers (up from 1531 the previous year)
- Increased Facebook engagement by 152% since March 2017, with 1106 followers, (up from 931 the previous year)
- Created IV-E Instagram account, with 71 followers and 31 posts to date.
- More intentional collaboration is occurring between the IV-E Communications team, and the Regional Conference communication team. These collaborations include:
  - Developed detailed plan for social media and email communication.
  - Granted access to regional Twitter, Facebook and Instagram accounts to streamline social media communication.
- Created regional email address: region4e@naspa.org to streamline communication

Regular communications each Thursday are being coordinated via a new request form, and sent out by the team to the full membership.

Treasurer – Matt Aschenbrenner
The Summer Regional Advisory Board Business Meeting and Conference Committee Meeting expenses should clear by early July 2017. Board members are to submit their 2017-2018 budget requests by July 9, for approval during the July 28, 2017, board call. NASPA IV-E also still awaits the financials for the close out of the 2016 joint conference with NASPA IV-W.

Foundation Ambassadors – Niki Rudolph and Sidney Childs
Our newest Ambassador, Niki Rudolph, as undergone training and both she and Sidney Childs are participating in regular phone discussions with other ambassadors. The following is an update on the progress toward the IV-E Donor goals:

<table>
<thead>
<tr>
<th>Progress toward Donor Goal</th>
<th>Donors</th>
<th>Donor Goal</th>
<th>Progress toward Dollar Goal</th>
<th>Dollars</th>
<th>Dollar Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>95%</td>
<td>111</td>
<td>117</td>
<td>114%</td>
<td>$28,379</td>
<td>$24,848</td>
</tr>
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</table>
The Foundation Ambassadors are looking to develop six more donors to reach the overall donor goal to earn Region IV-E a bonus.

**Volunteer Coordinator** – Jen Gonzales
Jen has attended Volunteer Central training, and created a NASPA Region IV-E Volunteer Central Request form to facilitate a streamlined, assessable strategy – [https://goo.gl/forms/goQXChYa0NpKcC2J3](https://goo.gl/forms/goQXChYa0NpKcC2J3). Promotion of NASPA IV-E regional conference occurred at the Canadian Association of college and University Student Services, including encouraging program submission from key programs at the CACUSS conference.

**Development Coordinator** – Mike Stang
Mike is working with the Conference development coordinator, and the former IV-E Development Coordinator, David Strauss, on learning his new role.

**Faculty Council Representative** – Amy French
Created Qualtrics survey to gauge interest in On-Demand Faculty Conversations series, and disseminated survey and On-Demand Faculty Conversations series information via email on May 22, 2017. Additional activities include:
- Responded to queries regarding Region IV-E research grants.
- Discussed awards and scholarships with IV-E Awards & Exemplary Programs Chair, Meg Haggerty. Conversation will continue through summer 2017.

**Small College and Universities Division Representative** – Jesse Grant
A listing of small college and universities in the region has been requested and received, and Jesse is reaching out to these institutions via email. Plans are currently in development to host a small colleges and universities meeting in each state/province in IV-E. Additionally, Jesse is identifying small college and university staff members in the region to help with blog posts requested by the division.

**Community College Division Representative** – Melissa Payne
CCD is considering ways to increase community college representation at regional and national conferences. We are brainstorming approaches to make it less intimidating to present and connect with colleagues.

**Public Policy Division Representative** – Scott Peska
The proposed PPD agenda was sent to the Region IV-E board for review and feedback. Scott has participated in three monthly PPD conference calls, and submitted a conference proposal for the IV-E Annual Conference for the PPD update on federal and state legislation and trends.

**Professional Standards Representative** – Danita Brown Young
No report at this time. Dr. Brown Young has quite recently informed the IV-E Regional Director that, due to her recent appointment as VPSA for the University of Illinois, she will need to resign her position. IV-E will begin working with John Hoffman, chair of the Professional Standards Division, to identify a new IV-E Representative.

**Awards and Exemplary Programs** – Meg Haggerty

All Regional Award and Exemplary Programs have been updated for congruency in names/criteria/process to overall NASPA award process. The timeline for award nominations will be June 30 – July 28, 2017, with an additional 1-week window in early August identified as an extension timeframe should that be needed.

Additionally, IV-E has expanded the mid-level professional, new professional, graduate student rising star, and undergraduate student rising star to have a recipient from each state/province in our region. Currently we are in the process of recruiting Awards and Exemplary Programs’ reviewers for a selection committee.

**Membership Coordinator** – Josh Hengemuhle

- Membership in the region is currently at 2,493
- Working with state & province coordinators to encourage membership to complete online profiles in NASPA website. Accuracy of this information is essential for reporting functions of the new website to be effective
- Working to finalize the appointment of Ohio state coordinator. Once confirmed, all states and provinces in region will have a coordinator.
- Coordinator is redeveloping email script for state and province coordinators for regular communication.

**Graduate Student Representative** – Tom Fritz

Tom is working in conjunction with the SALT (Student Affairs Leaders of Tomorrow) coordinators to help advertise the SALT program at the IV-E Conference, and to share information about graduate studies programs in Student Affairs.

**SSAO Representative** – Michael Anthony

Michael has sent and introductory message to Region IV-E SSAOs, outlining the role of the SSAO Representative. Michael is also working with Kimberlie Goldsberry, Past Regional Director, on the SSAO Institute for this fall.

**Knowledge Community Co-Coordinators** – Andrew Pollum and Jaymee Lewis-Flenaugh

**KC Co-Coordinator Engagement**

KC Representative position recruitment: There are continued efforts to fill vacant positions by reaching out to KC National Chairs, Regional Advisory Board members, and regional
membership. Marketing and email communications have been created and/or enhanced to increase visibility of vacant positions. The following KC Representative positions are currently vacant and/or in recruitment:

- Alcohol and Other Drugs
- Men and Masculinities
- Student Wellness and Health Promotions
- Campus Safety and Violence Prevention
- Sustainability
- Student Leadership Programs
- Disability Concerns
- Administrators in Graduate and Professional Student Services

Co-Coordinators have scheduled one on one meetings in support of all KC Representatives during the month of June. Meetings have been established to develop further affinity to region, target KC-specific questions, and create space to connect individually with region representatives.

<table>
<thead>
<tr>
<th>Knowledge Communities</th>
<th>KC Representatives</th>
<th>Leadership &amp; Member Engagement</th>
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<tbody>
<tr>
<td>Adult Learners and Students with Children</td>
<td>Jose Marroquin</td>
<td>Quarterly Open call to KC and NASPA members</td>
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<tr>
<td>African American Concerns</td>
<td>Janelle Love</td>
<td>Working with National KC to develop leadership team comprised of state delegates.</td>
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<tr>
<td>Asian and Pacific Islander Concerns</td>
<td>Jeffrey Tsang; Mylinh Hoang</td>
<td>Hosted socials in every state/province for APIDAHM</td>
</tr>
<tr>
<td>Civic Learning and Democratic Engagement</td>
<td>Lorrie Brown</td>
<td>Created position description and recruited for a leadership team of CLDE State Representatives Out of 8 states/provinces, 3 members are confirmed (IL, MI, IA) and two are tentative (MN, IN).</td>
</tr>
<tr>
<td>Fraternity &amp; Sorority</td>
<td>Kristen Kardas</td>
<td>KC hosted VPSA/Interfraternal Partners as a pre-conference to NASPA Annual Conference Coordinated Interfraternal Cookies and Conversation Reception at Annual Conference</td>
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<tr>
<td>International Education</td>
<td>Shelley Price-Williams</td>
<td>Continue to represent Region in national KC meetings. Was not able to attend Annual Conference.</td>
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| **Latinx**             | Tabatha Cruz           | • Hosted a Happy Hour Meet-Up in Chicago at State Restaurant in February 2017 Hosted Café con Colegas at the NASPA National Conference  
                          |                        | • Supported member Juan Guardia during his SA Speaks IV-E leadership team member  
                          |                        | • Maria Genao-Homs received the LKC Outstanding Mid-Level Professional Award  
                          |                        | • Leadership team members Nancy Camarillo and Gilbert Valencia hosted the presentation “Am I SApro Enough? Navigating Socialization as a Graduate Student of Color in the Job Search” at the NASPA National Conference  
                          |                        | • Leadership team member Adele Lozano presented “Breaking the Black/White Binary: La Lucha in Student Affairs” at the NASPA National Conference  
                          |                        | • Leadership team members Joseph Saucedo and Maria Genao-Homs presented “Overcoming the Imposter Syndrome: Recognizing the (Im)possibilities Within Yourself” at the NASPA National Conference |
| **Multiracial**        | Heather Browning & Danielle Martinez | Facilitated monthly phone/video calls to discuss intersections of multiracial and transracial adoptee identity with pop culture representation and depiction and how it relates to personal identity and student affairs. |
| **New Professionals & Graduate Students** | Jasmin Robinson | Created weekly posts highlighting the benefits of being a NASPA member titled #MembershipMonday Created weekly posts in FB group to engage KC on topics around Student Affairs |
| **Socioeconomic & Class Issues in Higher Education** | Karla Talley | Hosted social at Dave & Busters during the National Conference that had a great turn out. Gained member interest and are close to official confirmation of Region IV-W representative. |
| **Technology** | Courtney Jarrett | New Compendium (We NEED submissions!) Member engagement survey being generated & getting ready to release soon |
| **Veterans** | Stephen Peppers & Mike Kirchner | Introductions of VKC Reps and groups leaders and member spotlights. Seek feedback from NASPA/VKC members to assist with future training. |
| **Women in Student Affairs** | Eboni Turnbow | New appointment |

### Professional Development & Events

**Faculty Council Representative**

Scheduling for the 2017-2018 professional development faculty webinars is in process. A schedule will be proposed by August 1, 2017.

**2017 IV-E Conference**

November 12 – 14, 2017 – Renaissance Center, Detroit Michigan

- Call for Programs and Registration closed on June 16, 2017
- Registration is live; regular registration ends October 20, 2017; Late Registration begins October 21, 2017.
  - Current number of registrants – 22
- Conference schedule set, with an adjustment for the conference to begin with two educational sessions.
• Opening Keynote will occur off-site at the Charles H. Wright African American Museum
• Two Keynote Speakers confirmed:
  o James Moore III, The Ohio State University
  o Susan Borrego, The University of Michigan – Flint
• Excursion Trip planned for conference attendees to travel to Ontario, Canada
• Five pre-conferences are set – Women in Student Affairs, Men of Color, Directors, Community Colleges, and Title IX Policies

2018 IV-E Conference – Nikki Letawsky Shultz and Renee Piquette Dowdy
November 10-13, 2018 (tentative – to be finalized based on availability)
• Co-chairs for the 2018 IV-E Conference have been identified.
• Lead sheet has been prepared and are working with Experient to identify a location for the 2018 conference.
• Target areas are Milwaukee, WI, or Madison, WI, to align with NASPA’s Centennial Celebration, as NASPA began in Wisconsin.

WISA Drive In Conference
Friday, June 2, 2017 | East Lansing, Michigan | Michigan State University
• 85 registered as of 6/1/17; 95 total attendees by 6/2/17
• Description of Program – bullets
• 12 program sessions
• Keynote Speaker - Dr. Danita Brown Young, Vice Provost for Student Affairs and Dean of Students - University of Minnesota
  o The 2017 Marlene Kowalski-Braun Award for Service to Women in Student Affairs was awarded to Dr. Danita Brown Young.

Knowledge Community Professional Development Activities
This table highlights the work that our Regional KC’s and reps have been doing beginning with notes from the National Conference in San Antonio, TX. If a KC is not included in this table it is because (1) the KC Rep position is currently vacant, or (2) the KC Rep failed to submit appropriate updates. Both of those situations the Region IV-East KC Co-Coordinators are working to address.

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<th>KC Representatives</th>
<th>Professional Development &amp; Events</th>
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<td>Adult Learners and Students with Children</td>
<td>Jose Marroquin</td>
<td>Creating an online module about how to work with Adult Learners. The hope is to offer the modules to any interested party</td>
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<tr>
<td>African American Concerns</td>
<td></td>
<td>Would like to host drive-in conference that focuses on the personal and professional</td>
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<tr>
<td><strong>Latinx</strong></td>
<td>Tabatha Cruz</td>
<td>Encourage membership to submit proposals for the Regional Conference on Latinx/a/o/ student success. Would like to host an in-person meeting for the leadership team at the Regional Conference.</td>
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<tr>
<td><strong>Multiracial</strong></td>
<td>Heather Browning &amp; Danielle Martinez</td>
<td>Participated in planning and implementing KC specific programming (e.g. Pop up museum, Featured Speaker) during the NASPA Annual Conference. Tabled at KC fair, presented KC session, and hosted reception at the Regional WE conference.</td>
</tr>
<tr>
<td><strong>New Professionals &amp; Graduate Students</strong></td>
<td>Jasmin Robinson</td>
<td>Added a Master Class Coordinator to our leadership team. Planning to host a KC meetup at NASPA IV East regional conference. Posts ongoing articles in FB group impacting Student Affairs and Higher Education.</td>
</tr>
<tr>
<td><strong>Socioeconomic &amp; Class Issues in Higher Education</strong></td>
<td>Karla Talley</td>
<td>KC sponsored 3 sessions at National Conference. Planning to submit proposal for regional conference in Detroit for November 2017 and potentially for national as well. KC is going to kickoff podcasts soon and I’m hoping to be the coordinator of at least 1.</td>
</tr>
<tr>
<td><strong>Technology</strong></td>
<td>Courtney Jarrett</td>
<td>Working on ideas for the Regional Conference in November. Publish quarterly blogs and seek feedback to assist with the development of future training. Develop training pertinent to higher education administrators serving veterans. Publish and promote student veteran-related research.</td>
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<tr>
<td><strong>Veterans</strong></td>
<td>Stephen Peppers &amp; Mike Kirchner</td>
<td>Host bi-annual webinars on veterans issues.</td>
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<td>Fraternity &amp; Sorority</td>
<td>Kristen Kardas</td>
<td>KC hosting in-person meeting in mid-June at Texas Christian University for leadership team, will be looking to develop KC-specific awards and recognition program. KC sponsored 3 programs at annual conference, looking to submit for regional conferences.</td>
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<tr>
<td>Women in Student Affairs</td>
<td>Eboni Turnbow</td>
<td>WISA Drive-In Conference June 2, 2017 @MSU</td>
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